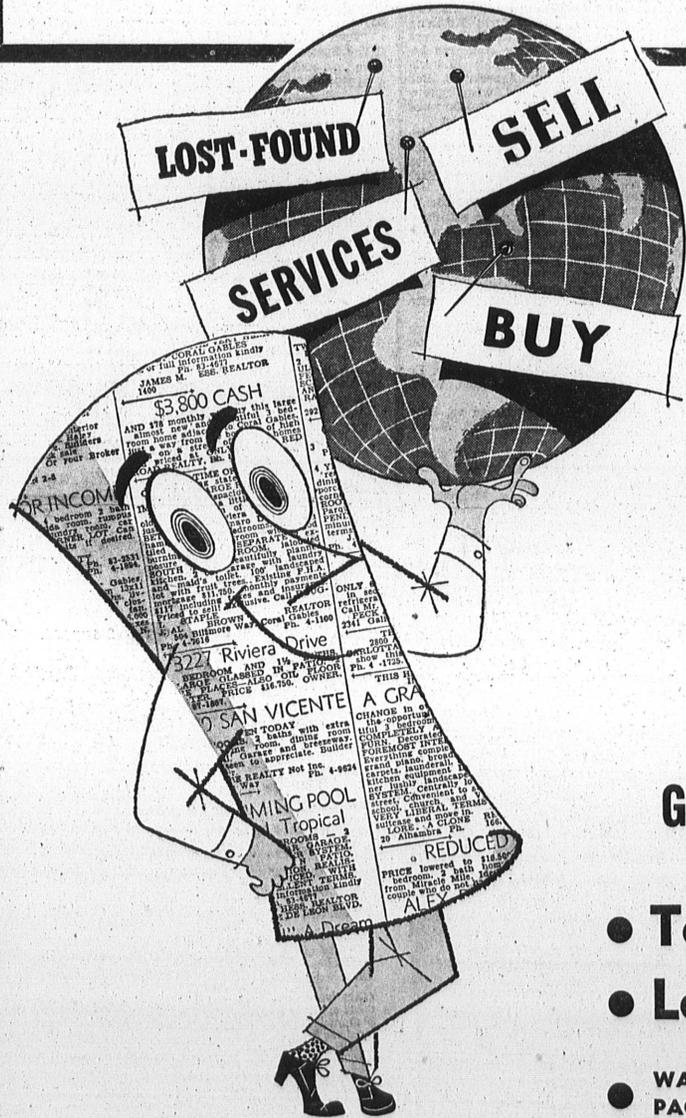


9 NEWSPAPERS GOING INTO 22,868 HOMES GIVES OUR WANT ADS A WORLD OF POWER!



— at so low a cost

15 WORDS **60¢**
FOR ONLY
—Charge Rate—70 cents

**TO REACH EVERY POSSIBLE BUYER
IN THIS GREAT AREA!**

100% Coverage! 100% Selling Power!
**Your WANT AD RUNS IN ALL of These
Great Family Newspapers at ONE LOW COST!**

- Torrance Herald
- Lomita Light
- WALTERIA & PACIFIC HILLS NEWS
- Harbor City Herald
- Torrance NEIGHBORHOOD News
- RIVIERA SEASIDE SUN
- No. Torrance Times
- El Nido News
- Keystone Courier

---to place a

**WANT
AD**

JUST PHONE
THE WANT AD
NUMBER---

TORRANCE

444

Far-fetched? No—there's humor, interest, excitement, and BIG news in the little ads you find in the classified section of this newspaper. It's a section that is many things to many people! It's a value-packed market place for wise bargain hunters... it's a day-by-day record of the employment picture for job-seekers and those needing employees... it's a clear, concise guide to people who want to buy or sell... in all—a report on community life. The want-ad section embraces a human quality, with its Lost and Found section... services offered... and many others. Make it a habit to read... use... get results with our low-cost, action-packed Want Ads.

• TOTAL COMBINED READERSHIP OVER 100,000 PEOPLE!

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